

CONTRACT

KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

| | | |
|--|--|--|
| <u>Contract / Revision</u> 926559 / | | <u>Alt Order #</u> |
| <u>Product</u> OCT. 30, 2012 - NOV. 6, 2012 | | |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | | <u>Estimate #</u> 11282 |
| <u>Advertiser</u> McCaskill/D/Senate | | <u>Original Date / Revision</u> 10/29/12 / 10/29/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KMBC | <u>Account Executive</u> Jeff Kitzsteiner | <u>Sales Office</u> Kansas City |
| <u>Special Handling</u> Political Duplicate File Copy | | |
| <u>Demographic</u> Adults 50+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|---|-----------------|----------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | KMBC | 10/30/12 | 11/06/12 | First News at 5am | 5-5:30am | | :30 | | | NM | 6 | \$2,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$300.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 11----- | | | | 2 | \$400.00 | | | |
| 2 | KMBC | 10/30/12 | 11/06/12 | First News at 5:30am | 5:30-6am | | :30 | | | NM | 6 | \$2,600.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$400.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 11----- | | | | 2 | \$500.00 | | | |
| 3 | KMBC | 10/30/12 | 11/06/12 | First News at 6am | 6-7am | | :30 | | | NM | 10 | \$7,800.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1122-- | | | | 6 | \$750.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 22----- | | | | 4 | \$825.00 | | | |
| 4 | KMBC | 10/30/12 | 11/06/12 | Good Morning America | 7-9am | | :30 | | | NM | 12 | \$7,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$550.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 22----- | | | | 4 | \$650.00 | | | |
| 5 | KMBC | 11/03/12 | 11/03/12 | Sat News @ 5am | 5-6am | | :30 | | | NM | 1 | \$90.00 |
| | | Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$90.00 | | | |
| 6 | KMBC | 11/03/12 | 11/03/12 | Sa 6-7a | 6-7a | | :30 | | | NM | 1 | \$375.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$375.00 | | | |
| 7 | KMBC | 11/03/12 | 11/03/12 | News Wknd Sat | 7-9am | | :30 | | | NM | 1 | \$350.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| <u>Contract / Revision</u> 926559 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> OCT. 30, 2012 - NOV. 6 | <u>Estimate #</u> 11282 |
| <u>Advertiser</u> McCaskill/D/Senate | | <u>Original Date / Revision</u> 10/29/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---|------|-------------------|-----------------|------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$350.00 | | | |
| 8 | KMBC | 11/04/12 | 11/04/12 | Sun News @ 5am | 5-6am | | :30 | | | NM | 1 | \$60.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$60.00 | | | |
| 9 | KMBC | 11/04/12 | 11/04/12 | Su 6-7a | 6-7a | | :30 | | | NM | 1 | \$350.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$350.00 | | | |
| 10 | KMBC | 11/04/12 | 11/04/12 | News Wknd Sun | 7-9am | | :30 | | | NM | 1 | \$400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$400.00 | | | |
| 11 | KMBC | 11/01/12 | 11/01/12 | Rachael Ray Show | 9-10am | | :30 | | | NM | 1 | \$125.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$125.00 | | | |
| 12 | KMBC | 10/30/12 | 11/06/12 | Anderson Cooper | M-F 10-11a | | :30 | | | NM | 3 | \$300.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1-1--- | | | | 2 | \$100.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$100.00 | | | |
| 13 | KMBC | 11/02/12 | 11/02/12 | The View | 11am-12pm | | :30 | | | NM | 1 | \$150.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$150.00 | | | |
| 14 | KMBC | 10/31/12 | 10/31/12 | M-F 12n-1p | 12n-1p | | :30 | | | NM | 1 | \$125.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$125.00 | | | |
| 15 | KMBC | 11/01/12 | 11/05/12 | GENERAL HOSPITAL | 2-3PM/1-2PM | | :30 | | | NM | 2 | \$525.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$225.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$300.00 | | | |
| 16 | KMBC | 10/30/12 | 10/30/12 | KATIE COURIC | 2-3PM | | :30 | | | NM | 1 | \$150.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$150.00 | | | |
| 17 | KMBC | 10/30/12 | 11/05/12 | Dr. Phil | 3-4pm | | :30 | | | NM | 10 | \$1,500.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$150.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$150.00 | | | |
| 18 | KMBC | 10/30/12 | 11/05/12 | DR OZ | 4PM-5PM | | :30 | | | NM | 10 | \$1,750.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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|---|------|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$175.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$175.00 | | | |
| 19 | KMBC | 10/30/12 | 11/05/12 | 5pm News | 5-530pm | | :30 | | | NM | 6 | \$5,300.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$850.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$950.00 | | | |
| 20 | KMBC | 10/30/12 | 11/05/12 | 6pm News | 6-630pm | | :30 | | | NM | 8 | \$8,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -2112-- | | | | 6 | \$950.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$1,150.00 | | | |
| 21 | KMBC | 11/03/12 | 11/03/12 | 6pm News Saturday | 6-7pm | | :30 | | | NM | 1 | \$550.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$550.00 | | | |
| 22 | KMBC | 11/04/12 | 11/04/12 | 5pm News Sunday | 5-6pm | | :30 | | | NM | 1 | \$500.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$500.00 | | | |
| 23 | KMBC | 10/30/12 | 11/05/12 | 630-7p | 630-7pm | | :30 | | | NM | 10 | \$14,800.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$1,400.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$1,800.00 | | | |
| 24 | KMBC | 11/05/12 | 11/05/12 | DANCING WITH THE STARS | 658PM-9PM | | :30 | | | NM | 1 | \$8,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$8,000.00 | | | |
| 25 | KMBC | 11/05/12 | 11/05/12 | CASTLE | 9-10pm | | :30 | | | NM | 1 | \$2,000.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$2,000.00 | | | |
| D 26 | KMBC | 10/30/12 | 10/30/12 | DANCING WITH STARS RE | 7-8pm | | :30 | | | NM | 0 | \$0.00 |
| 27 | KMBC | 10/30/12 | 10/30/12 | PRIVATE PRACTICE | 9-10pm | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$3,000.00 | | | |
| D 28 | KMBC | 10/31/12 | 10/31/12 | The Middle/Suburgatory | 7-8pm | | :30 | | | NM | 0 | \$0.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| D 29 | KMBC | 10/31/12 | 10/31/12 | Wed 8-830pm | 8-830pm | | :30 | | | NM | 0 | \$0.00 |
| 30 | KMBC | 10/31/12 | 10/31/12 | NASHVILLE | 9-10pm | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$3,000.00 | | | |
| D 31 | KMBC | 11/01/12 | 11/01/12 | LAST RESORT | 7-8pm | | :30 | | | NM | 0 | \$0.00 |

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|---------------------|-------------|
| 926559 / | |

| Contract Dates | Product | Estimate # |
|---------------------|------------------------|------------|
| 10/30/12 - 11/06/12 | OCT. 30, 2012 - NOV. 6 | 11282 |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| McCaskill/D/Senate | 10/29/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---|------|-------------------|-----------------|-----------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
| D 32 | KMBC | 11/01/12 | 11/01/12 | Grey's Anatomy | 8-9pm | | :30 | | | NM | 0 | \$0.00 |
| D 33 | KMBC | 11/01/12 | 11/01/12 | Scandal | 9-10pm | | :30 | | | NM | 0 | \$0.00 |
| 34 | KMBC | 11/02/12 | 11/02/12 | SHARK TANK | 8-9pm | | :30 | | | NM | 1 | \$1,400.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,400.00 | | | |
| 35 | KMBC | 11/02/12 | 11/02/12 | 20/20 | 9-10pm | | :30 | | | NM | 1 | \$1,000.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| D 36 | KMBC | 11/04/12 | 11/04/12 | ONCE UPON A TIME | 7-8pm | | :30 | | | NM | 0 | \$0.00 |
| 37 | KMBC | 11/04/12 | 11/04/12 | REVENGE | 8-9pm | | :30 | | | NM | 1 | \$2,500.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$2,500.00 | | | |
| 38 | KMBC | 11/04/12 | 11/04/12 | 666 PARK AVE. | 9-10PM | | :30 | | | NM | 1 | \$1,100.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,100.00 | | | |
| 39 | KMBC | 10/30/12 | 11/05/12 | M-F/SU 10pm News | 10-1035pm | | :30 | | | NM | 10 | \$22,600.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$2,200.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$2,500.00 | | | |
| 40 | KMBC | 11/03/12 | 11/03/12 | Late Airing Late News | 1030PM-11PM | | :30 | | | NM | 1 | \$750.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$750.00 | | | |
| 41 | KMBC | 11/04/12 | 11/04/12 | Su 10pm news | 10-1030pm | | :30 | | | NM | 2 | \$5,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 2 | \$2,500.00 | | | |
| 42 | KMBC | 11/04/12 | 11/04/12 | SU 1030pm News | 1030-11pm | | :30 | | | NM | 1 | \$1,400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,400.00 | | | |
| 43 | KMBC | 11/05/12 | 11/05/12 | M-F 1035-1105pm | 1035-1105pm | | :30 | | | NM | 1 | \$400.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$400.00 | | | |
| 44 | KMBC | 10/31/12 | 11/02/12 | M-F 1105p-1135p | 1105p-1135p | | :30 | | | NM | 2 | \$400.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1-1-- | | | | 2 | \$200.00 | | | |
| 45 | KMBC | 10/30/12 | 11/05/12 | M-F 1135p-1205am | 1135pm-1205am | | :30 | | | NM | 5 | \$375.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$75.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 926559 / | |

| Contract Dates | Product | Estimate # |
|---------------------|------------------------|------------|
| 10/30/12 - 11/06/12 | OCT. 30, 2012 - NOV. 6 | 11282 |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| McCaskill/D/Senate | 10/29/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--|------|-------------------|-----------------|-----------------------------|----------------|------|--------|-------------------|-------------|------|-------|--------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$75.00 | | | |
| 46 | KMBC | 11/05/12 | 11/05/12 | Rachael Ray Show | 9-10am | | :30 | | | NM | 1 | \$130.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$130.00 | | | |
| 47 | KMBC | 11/01/12 | 11/01/12 | CMA Awards | 7-10pm | | :30 | | | NM | 1 | \$2,500.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$2,500.00 | | | |
| N 48 | KMBC | 10/30/12 | 10/30/12 | DANCING WITH STARS RE:7-8pm | | | :30 | | | NM | 1 | \$1,000.00 |
| Class of Time - Immediately Pre-emptible without notice - PARTIAL M/G FOR EST. 11280 3X 1135P-1205AM @ \$75, EST. 11281 FRI 8-9M @ \$900, & EST. 11282 1X 11AM-12PM & FRI., 11/2/12 9-10PM | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 49 | KMBC | 10/30/12 | 11/01/12 | M-F 1135p-1205am | 1135pm-1205am | | :30 | | | NM | 3 | \$825.00 |
| Class of Time - Pre-emptible with notice - PARTIAL M/G'S FOR EST. 11280 1135PM-1205AM 3X @ \$75, EST. 11281 FRI., 10/26/12 8-9PM @ \$900, & EST. 11282 FRI., 11/2/12 9-10PM @ \$1000 | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -111--- | | | | 3 | \$275.00 | | | |
| Totals | | | | | | | | | | | 131 | \$112,180.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|--------------------|
| 10/29/12 - 11/06/12 | 131 | \$112,180.00 | \$95,353.00 |
| Totals | 131 | \$112,180.00 | \$95,353.00 |

Signature: _____ **Date:** _____

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CONTRACT

KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

| | | |
|--|--|--|
| <u>Contract / Revision</u> 926559 / | | <u>Alt Order #</u> |
| <u>Product</u> OCT. 30, 2012 - NOV. 6, 2012 | | |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | | <u>Estimate #</u> 11282 |
| <u>Advertiser</u> McCaskill/D/Senate | | <u>Original Date / Revision</u> 11/05/12 / 11/05/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KMBC | <u>Account Executive</u> Jeff Kitzsteiner | <u>Sales Office</u> Kansas City |
| <u>Special Handling</u> Political Duplicate File Copy | | |
| <u>Demographic</u> Adults 50+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|---|-----------------|----------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | KMBC | 10/30/12 | 11/06/12 | First News at 5am | 5-5:30am | | :30 | | | NM | 6 | \$2,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$300.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 11----- | | | | 2 | \$400.00 | | | |
| 2 | KMBC | 10/30/12 | 11/06/12 | First News at 5:30am | 5:30-6am | | :30 | | | NM | 6 | \$2,600.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$400.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 11----- | | | | 2 | \$500.00 | | | |
| 3 | KMBC | 10/30/12 | 11/06/12 | First News at 6am | 6-7am | | :30 | | | NM | 10 | \$7,800.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -1122-- | | | | 6 | \$750.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 22----- | | | | 4 | \$825.00 | | | |
| 4 | KMBC | 10/30/12 | 11/06/12 | Good Morning America | 7-9am | | :30 | | | NM | 12 | \$7,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$550.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | 22----- | | | | 4 | \$650.00 | | | |
| 5 | KMBC | 11/03/12 | 11/03/12 | Sat News @ 5am | 5-6am | | :30 | | | NM | 1 | \$90.00 |
| | | Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$90.00 | | | |
| 6 | KMBC | 11/03/12 | 11/03/12 | Sa 6-7a | 6-7a | | :30 | | | NM | 1 | \$375.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$375.00 | | | |
| 7 | KMBC | 11/03/12 | 11/03/12 | News Wknd Sat | 7-9am | | :30 | | | NM | 1 | \$350.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| | | |
|--|--|--|
| <u>Contract / Revision</u> 926559 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> OCT. 30, 2012 - NOV. 6 | <u>Estimate #</u> 11282 |
| <u>Advertiser</u> McCaskill/D/Senate | | <u>Original Date / Revision</u> 11/05/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|------|-------------------|-----------------|-------------------|--------------------|-----------------------|-----------------|-------------------|---------------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$350.00 | | | |
| 8 | KMBC | 11/04/12 | 11/04/12 | Sun News @ 5am | 5-6am | | :30 | | | NM | 1 | \$60.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$60.00 | | | |
| 9 | KMBC | 11/04/12 | 11/04/12 | Su 6-7a | 6-7a | | :30 | | | NM | 1 | \$350.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$350.00 | | | |
| 10 | KMBC | 11/04/12 | 11/04/12 | News Wknd Sun | 7-9am | | :30 | | | NM | 1 | \$400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$400.00 | | | |
| 11 | KMBC | 11/01/12 | 11/01/12 | Rachael Ray Show | 9-10am | | :30 | | | NM | 1 | \$125.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$125.00 | | | |
| 12 | KMBC | 10/30/12 | 11/06/12 | Anderson Cooper | M-F 10-11a | | :30 | | | NM | 3 | \$300.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1-1--- | | | | 2 | \$100.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$100.00 | | | |
| 13 | KMBC | 11/02/12 | 11/02/12 | The View | 11am-12pm | | :30 | | | NM | 0 | \$0.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$150.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | KMBC | 10/29/12-11/04/12 | The View | 11am-12pm | -----F---- | :30 | \$150.00 | NM | | |
| See MG 45.6,45.7,45.8,45.9,45.10 | | | | | | | | | | | | |
| 14 | KMBC | 10/31/12 | 10/31/12 | M-F 12n-1p | 12n-1p | | :30 | | | NM | 0 | \$0.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$125.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | KMBC | 10/29/12-11/04/12 | M-F 12n-1p | 12n-1p | ---W----- | :30 | \$125.00 | NM | | |
| See MG 45.6,45.7,45.8,45.9,45.10 | | | | | | | | | | | | |
| 15 | KMBC | 11/01/12 | 11/05/12 | GENERAL HOSPITAL | 2-3PM/1-2PM | | :30 | | | NM | 2 | \$525.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$225.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$300.00 | | | |
| 16 | KMBC | 10/30/12 | 10/30/12 | KATIE COURIC | 2-3PM | | :30 | | | NM | 1 | \$150.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$150.00 | | | |
| 17 | KMBC | 10/30/12 | 11/05/12 | Dr. Phil | 3-4pm | | :30 | | | NM | 10 | \$1,500.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 926559 / | |

| Contract Dates | Product | Estimate # |
|---------------------|------------------------|------------|
| 10/30/12 - 11/06/12 | OCT. 30, 2012 - NOV. 6 | 11282 |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| McCaskill/D/Senate | 11/05/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount | | |
|---|------|------------|----------|------------------------|----------------|------|--------|------------|------|------|-------|-------------|--|--|
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-2222--8\$150.00</div><div>Week: 11/05/1211/11/122-----2\$150.00</div></div></div></div> | | | | | | | | | | | | | | |
| 18 | KMBC | 10/30/12 | 11/05/12 | DR OZ | 4PM-5PM | | :30 | | | NM | 10 | \$1,750.00 | | |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-2222--8\$175.00</div><div>Week: 11/05/1211/11/122-----2\$175.00</div></div></div></div> | | | | | | | | | | | | | | |
| 19 | KMBC | 10/30/12 | 11/05/12 | 5pm News | 5-530pm | | :30 | | | NM | 6 | \$5,300.00 | | |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-1111--4\$850.00</div><div>Week: 11/05/1211/11/122-----2\$950.00</div></div></div></div> | | | | | | | | | | | | | | |
| 20 | KMBC | 10/30/12 | 11/05/12 | 6pm News | 6-630pm | | :30 | | | NM | 7 | \$6,850.00 | | |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-2112--6\$950.00</div><div>Week: 11/05/1211/11/122-----2\$1,150.00</div></div></div></div> | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div>7KMBC11/05/12-11/11/126pm News6-630pmM-----:30\$1,150.00NM</div><div>See MG 45.6,45.7,45.8,45.9,45.10</div></div></div></div> | | | | | | | | | | | | | | |
| N 21 | KMBC | 11/03/12 | 11/03/12 | 6pm News Saturday | 6-7pm | | :30 | | | NM | 2 | \$950.00 | | |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-----S-1\$550.00</div></div></div></div> | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div><div>1KMBC10/29/12-11/04/126pm News Saturday6-7pm-----Sa--:30\$550.00NM</div><div>See MG 21.2,21.3</div><div>2KMBC11/06/12-11/06/12Good Morning America7-9am-Tu-----:30\$650.00NM</div><div>Ⓜ MG for 21.1 11/03</div><div>M/G FOR 11/3/12 6-7PM { DUE TO ABC COLLEGE FOOTBALL OVERRUN }</div><div>3KMBC11/06/12-11/06/12Rachael Ray Show9-10am-Tu-----:30\$300.00NM</div><div>Ⓜ MG for 21.1 11/03</div><div>M/G FOR 11/3/12 6-7PM { DUE TO ABC COLLEGE FOOTBALL OVERRUN }</div></div></div></div> | | | | | | | | | | | | | | |
| 22 | KMBC | 11/04/12 | 11/04/12 | 5pm News Sunday | 5-6pm | | :30 | | | NM | 1 | \$500.00 | | |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-----S1\$500.00</div></div></div></div> | | | | | | | | | | | | | | |
| 23 | KMBC | 10/30/12 | 11/05/12 | 630-7p | 630-7pm | | :30 | | | NM | 10 | \$14,800.00 | | |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 10/29/1211/04/12-2222--8\$1,400.00</div><div>Week: 11/05/1211/11/122-----2\$1,800.00</div></div></div></div> | | | | | | | | | | | | | | |
| 24 | KMBC | 11/05/12 | 11/05/12 | DANCING WITH THE STARS | 658PM-9PM | | :30 | | | NM | 1 | \$8,000.00 | | |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | | | |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div>Week: 11/05/1211/11/12M-----1\$8,000.00</div></div></div></div> | | | | | | | | | | | | | | |
| 25 | KMBC | 11/05/12 | 11/05/12 | CASTLE | 9-10pm | | :30 | | | NM | 0 | \$0.00 | | |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | | | |

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 926559 / | |

| Contract Dates | Product | Estimate # |
|---------------------|------------------------|------------|
| 10/30/12 - 11/06/12 | OCT. 30, 2012 - NOV. 6 | 11282 |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| McCaskill/D/Senate | 11/05/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---|------|-------------------|-----------------|-----------------------------|--------------------|-----------------------|-----------------|-------------------|-----------------------|-------------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$2,000.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | KMBC | 11/05/12-11/11/12 | CASTLE | 9-10pm | M----- | :30 | \$2,000.00 | NM | | |
| See MG 45.6,45.7,45.8,45.9,45.10 | | | | | | | | | | | | |
| D 26 | KMBC | 10/30/12 | 10/30/12 | DANCING WITH STARS RE:7-8pm | | | :30 | | | NM | 0 | \$0.00 |
| 27 | KMBC | 10/30/12 | 10/30/12 | PRIVATE PRACTICE | 9-10pm | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$3,000.00 | | | |
| D 28 | KMBC | 10/31/12 | 10/31/12 | The Middle/Suburgatory | 7-8pm | | :30 | | | NM | 0 | \$0.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| D 29 | KMBC | 10/31/12 | 10/31/12 | Wed 8-830pm | 8-830pm | | :30 | | | NM | 0 | \$0.00 |
| 30 | KMBC | 10/31/12 | 10/31/12 | NASHVILLE | 9-10pm | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$3,000.00 | | | |
| D 31 | KMBC | 11/01/12 | 11/01/12 | LAST RESORT | 7-8pm | | :30 | | | NM | 0 | \$0.00 |
| D 32 | KMBC | 11/01/12 | 11/01/12 | Grey's Anatomy | 8-9pm | | :30 | | | NM | 0 | \$0.00 |
| D 33 | KMBC | 11/01/12 | 11/01/12 | Scandal | 9-10pm | | :30 | | | NM | 0 | \$0.00 |
| 34 | KMBC | 11/02/12 | 11/02/12 | SHARK TANK | 8-9pm | | :30 | | | NM | 1 | \$1,400.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,400.00 | | | |
| 35 | KMBC | 11/02/12 | 11/02/12 | 20/20 | 9-10pm | | :30 | | | NM | 1 | \$1,000.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| D 36 | KMBC | 11/04/12 | 11/04/12 | ONCE UPON A TIME | 7-8pm | | :30 | | | NM | 0 | \$0.00 |
| 37 | KMBC | 11/04/12 | 11/04/12 | REVENGE | 8-9pm | | :30 | | | NM | 1 | \$2,500.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$2,500.00 | | | |
| 38 | KMBC | 11/04/12 | 11/04/12 | 666 PARK AVE. | 9-10PM | | :30 | | | NM | 1 | \$1,100.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,100.00 | | | |
| 39 | KMBC | 10/30/12 | 11/05/12 | M-F/SU 10pm News | 10-1035pm | | :30 | | | NM | 10 | \$22,600.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -2222-- | | | | 8 | \$2,200.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 2----- | | | | 2 | \$2,500.00 | | | |
| 40 | KMBC | 11/03/12 | 11/03/12 | Late Airing Late News | 1030PM-11PM | | :30 | | | NM | 1 | \$750.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$750.00 | | | |
| 41 | KMBC | 11/04/12 | 11/04/12 | Su 10pm news | 10-1030pm | | :30 | | | NM | 2 | \$5,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |

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| | | |
|--|--|--|
| <u>Contract / Revision</u> 926559 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> OCT. 30, 2012 - NOV. 6 | <u>Estimate #</u> 11282 |
| <u>Advertiser</u> McCaskill/D/Senate | | <u>Original Date / Revision</u> 11/05/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--|--------------------------------------|-------------------|-----------------|--------------------|-----------------------|-----------------|---------------|-------------------|--------------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 2 | \$2,500.00 | | | |
| 42 | KMBC | 11/04/12 | 11/04/12 | SU 1030pm News | 1030-11pm | | :30 | | | NM | 1 | \$1,400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,400.00 | | | |
| 43 | KMBC | 11/05/12 | 11/05/12 | M-F 1035-1105pm | 1035-1105pm | | :30 | | | NM | 1 | \$400.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$400.00 | | | |
| 44 | KMBC | 10/31/12 | 11/02/12 | M-F 1105p-1135p | 1105p-1135p | | :30 | | | NM | 2 | \$400.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1-1-- | | | | 2 | \$200.00 | | | |
| 45 | KMBC | 10/30/12 | 11/05/12 | M-F 1135p-1205am | 1135pm-1205am | | :30 | | | NM | 8 | \$3,825.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1111-- | | | | 4 | \$75.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| 2 | KMBC | 10/29/12-11/04/12 | | M-F 1135p-1205am | 1135pm-1205am | -TuWThF---- | :30 | | \$75.00 | NM | | |
| See MG 45.6,45.7,45.8,45.9,45.10 | | | | | | | | | | | | |
| 3 | KMBC | 10/29/12-11/04/12 | | M-F 1135p-1205am | 1135pm-1205am | -TuWThF---- | :30 | | \$75.00 | NM | | |
| See MG 45.6,45.7,45.8,45.9,45.10 | | | | | | | | | | | | |
| 6 | KMBC | 11/02/12-11/02/12 | | The View | 11am-12pm | -----F---- | :30 | | \$750.00 | NM | | |
| Ⓜ | MG for 25.1,45.3,20.7,14.1,13.1,45.2 | | | | | | | | | | | |
| M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM | | | | | | | | | | | | |
| 7 | KMBC | 11/02/12-11/02/12 | | M-F 1135p-1205am | 1135pm-1205am | -----F---- | :30 | | \$275.00 | NM | | |
| Ⓜ | MG for 25.1,45.3,20.7,14.1,13.1,45.2 | | | | | | | | | | | |
| M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM | | | | | | | | | | | | |
| 8 | KMBC | 11/02/12-11/02/12 | | M-F 1135p-1205am | 1135pm-1205am | -----F---- | :30 | | \$275.00 | NM | | |
| Ⓜ | MG for 25.1,45.3,20.7,14.1,13.1,45.2 | | | | | | | | | | | |
| M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM | | | | | | | | | | | | |
| 9 | KMBC | 11/05/12-11/05/12 | | M-F 1135p-1205am | 1135pm-1205am | M----- | :30 | | \$300.00 | NM | | |
| Ⓜ | MG for 25.1,45.3,20.7,14.1,13.1,45.2 | | | | | | | | | | | |
| M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM | | | | | | | | | | | | |
| 10 | KMBC | 11/05/12-11/05/12 | | 6pm News | 6-630pm | M----- | :30 | | \$2,000.00 | NM | | |
| Ⓜ | MG for 25.1,45.3,20.7,14.1,13.1,45.2 | | | | | | | | | | | |
| M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$75.00 | | | |
| 46 | KMBC | 11/05/12 | 11/05/12 | Rachael Ray Show | 9-10am | | :30 | | | NM | 1 | \$130.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$130.00 | | | |
| 47 | KMBC | 11/01/12 | 11/01/12 | CMA Awards | 7-10pm | | :30 | | | NM | 1 | \$2,500.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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|--|--|--|
| <u>Contract / Revision</u> 926559 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | | <u>Product</u> OCT. 30, 2012 - NOV. 6 |
| <u>Advertiser</u> McCaskill/D/Senate | | <u>Estimate #</u> 11282 |
| | | <u>Original Date / Revision</u> 11/05/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|--|------|-------------------|-----------------|-----------------------------|----------------|------|--------|-------------------|-------------|------|-------|--------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$2,500.00 | | | |
| 48 | KMBC | 10/30/12 | 10/30/12 | DANCING WITH STARS RE:7-8pm | | | :30 | | | NM | 1 | \$1,000.00 |
| Class of Time - Immediately Pre-emptible without notice - PARTIAL M/G FOR EST. 11280 3X 1135P-1205AM @ \$75, EST. 11281 FRI 8-9M @ \$900, & EST. 11282 1X 11AM-12PM & FRI., 11/2/12 9-10PM | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| 49 | KMBC | 10/30/12 | 11/01/12 | M-F 1135p-1205am | 1135pm-1205am | | :30 | | | NM | 3 | \$825.00 |
| Class of Time - Pre-emptible with notice - PARTIAL M/G'S FOR EST. 11280 1135PM-1205AM 3X @ \$75, EST. 11281 FRI., 10/26/12 8-9PM @ \$900, & EST. 11282 FRI., 11/2/12 9-10PM @ \$1000 | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -111--- | | | | 3 | \$275.00 | | | |
| Totals | | | | | | | | | | | 131 | \$112,605.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/29/12 - 11/06/12 | 131 | \$112,605.00 | \$95,714.25 |
| Totals | 131 | \$112,605.00 | \$95,714.25 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.